



KENNESAW STATE
UNIVERSITY

MICRO-CREDENTIAL GUIDE
Version 2.0

Last updated: October 2023

TABLE OF CONTENTS

INTRODUCTION	3
PURPOSE.....	3
DIRECTORY.....	3
MICRO-CREDENTIALS OVERVIEW	4
DEFINING MICRO-CREDENTIALS	4
MICRO-CREDENTIALS VS TRADITIONAL CREDENTIALS	4
MICRO-CREDENTIALS AT KSU	4
OVERSIGHT OF MICRO-CREDENTIALS.....	4
<i>Micro-Credential Coordinator</i>	4
<i>Micro-Credential Committee</i>	4
<i>Micro-Credential Executive Administrator</i>	5
<i>Department of Career Planning and Development</i>	5
<i>Office of Strategic Communications and Marketing</i>	5
<i>Division of Student Affairs</i>	5
TAXONOMY OF MICRO-CREDENTIALS	6
MICRO-CREDENTIAL IMAGES.....	6
<i>Table: Kennesaw State University Taxonomy of Micro-credentials</i>	7
MICRO-CREDENTIAL DEVELOPMENT GUIDELINES	8
CONSIDERATIONS	8
WHAT TO INCLUDE	8
<i>Description</i>	8
<i>Earning Criteria</i>	8
<i>Skills</i>	8
<i>Tagging Conventions</i>	9
LIMITATIONS	9
MICRO-CREDENTIAL APPROVAL PROCESS	10
USE OF CURRICULOG	10
PROCESS DETAILS & PARTICIPANTS.....	10
VISUALIZATION OF TRADITIONAL APPROVAL PROCESS	11
SOUVENIRS	12
A UNIQUE MICRO-CREDENTIAL	12
SOUVENIR APPROVAL PROCESS	12
<i>For Students</i>	12
<i>For Faculty and/or Staff</i>	13
CANVAS CREDENTIALS	14
WHAT IS CANVAS CREDENTIALS?	14
PURPOSE OF CANVAS CREDENTIALS- PUBLIC.....	14
PURPOSE OF CANVAS CREDENTIALS- PRIVATE	14
<i>Granting Micro-credentials Using Canvas Credentials</i>	14
MICRO-CREDENTIAL INVENTORY	16

WHAT IS THE INVENTORY16
PURPOSE OF THE INVENTORY.....16
NAMING CONVENTIONS16
TERM GLOSSARY 17
APPENDIX 19
APPENDIX A: MICRO-CREDENTIAL IMAGES19
APPENDIX B: NEW MICRO-CREDENTIAL REVIEW CHECKLIST20

INTRODUCTION

Purpose

The purpose of this Micro-Credential Guide is to provide a foundation for understanding and developing micro-credentials at Kennesaw State University (KSU). This is a living document and will continue to evolve as micro-credentials become commonplace on campus. This guide is designed as a resource to be used by faculty and staff throughout the micro-credential process.

Directory

For questions related to micro-credentials, please contact the appropriate person below.

Name and Title	Assistance Area	Contact Information
Micro-Credential Resource Email Account	First point of contact. General micro-credential support	microcredential@kennesaw.edu
Anissa Vega, Ph.D. Assistant Vice President for Curriculum and Academic Innovation	Micro-Credential Executive Administrator assisting with overseeing all aspects of micro-credential development	470-578-7751 avega4@kennesaw.edu
Brendan Callahan, Ph.D. Interim Executive Director of General Education	Micro-Credential Co-Coordinator providing support for Curriculum and the Inventory. Works with potential issuers on proposal development.	470-578-2394 bcallah7@kennesaw.edu
Ashley Archer Doehling Curriculum Initiative Analyst	Micro-Credential Co-Coordinator providing support for Curriculum and the Inventory	470-578-2729 adoehlin@kennesaw.edu
Krysta Fry Director, Career Advising and Planning	Assists with skill alignment and career mapping; Chair of the Micro-Credential Committee	470-578-6555 kfry4@kennesaw.edu
Rudy Jackson, Jr., Ph.D. Director, Learning & Improvement	Provides support with Student Souvenirs and Owl Life	470-578-2712 rjack214@kennesaw.edu

MICRO-CREDENTIALS OVERVIEW

Defining Micro-credentials

Micro-credentials are digital documentation indicating a learner has one or more professional skills or competencies that have been verified by an expert. These skills and competencies are often not explicitly reflected on an institutional transcript. Additionally, micro-credentials can usually be earned in a shorter timeframe than traditional academic credit and can be granted for any kind of learning initiative.

Micro-credentials VS Traditional Credentials

It is important to distinguish the difference between micro-credentials and traditional academic credentials, or items included on a transcript or diploma. While both types of credentials recognize achievements by learners, their purposes and processes are distinct for two primary reasons.

First, Kennesaw State University's accrediting body, SACSCOC, is only concerned with credit-granting activities that result from course seat-time. Conversely, micro-credentials focus on the experience and competency associated with a skill and are not time dependent.

Second, micro-credentials provide a platform for learners to recognize achievements that are novel and/or career focused. Transcripts and diplomas, on the other hand, are constrained to completed programs and courses, and grades. Micro-credentials allow learners to translate their entire learning experience in a meaningful, targeted way.

Micro-credentials at KSU

Kennesaw State University micro-credentials are available across the institution. Students can earn micro-credentials to reflect their co-curricular experiences. Faculty can use micro-credentials to highlight career-focused elements of their courses, training programs, and extracurricular activities (career prep, speaker series, international, etc.), connecting in-classroom learning with real-world credentials. Faculty and staff can also earn micro-credentials to reflect professional development.

Oversight of Micro-credentials

Micro-credentials are sponsored and issued by Kennesaw State University, and the institution retains oversight of them to protect their integrity and value. A team of campus units and individuals, detailed below, are integral to the success and oversight of micro-credentials.

Micro-Credential Coordinator

The Micro-Credential Coordinator organizes micro-credential review across campus, oversees the resulting Micro-Credential Inventory, or digital publication of all micro-credentials, and Canvas Credentials site, or open access system built to award micro-credentials. The coordinator also provides data reports on awarded micro-credentials.

Micro-Credential Committee

The Micro-Credential Committee (MCC) evaluates proposed micro-credentials for alignment with the taxonomy, inclusion in the Inventory, and appropriate rigor with respect to assessment. Members are charged with enforcing an institutional strategy for tagging and data collection.

The MCC is composed of faculty and staff representatives from units across campus that are active with micro-credentials. The committee is led by a chair, who is responsible for coordinating the committee and assigning members to a given micro-credential for review.

Micro-Credential Executive Administrator

The Micro-Credential Executive Administrator is an individual who is responsible for the final approval step for micro-credentials. This individual, like the MCC, ensures the proposed micro-credential is reflective of KSU value and rigor.

Department of Career Planning and Development

The Department of Career Planning and Development collaborates with Issuers to identify and articulate the skills and competencies associated with micro-credentials that are valued by employers and industries.

Office of Strategic Communications and Marketing

The Office of Strategic Communications and Marketing assists with the image development for micro-credentials. This image is visible on Canvas Credentials and the Inventory.

Division of Student Affairs

The Office of Student Life assists units with the development of student-focused Souvenirs through Owl Life events, series, and other engagement pieces.

TAXONOMY OF MICRO-CREDENTIALS

KSU supports four types of micro-credentials. Each type is distinguished by the level of activity required by the learner to obtain the micro-credential.

Souvenirs document participation and are best suited for engagement in extra-curricular activities, attendance at one or more events or workshops, or active membership in a KSU organization. Participation should be meaningful and provide value for the participant but reflection or a tangible submission from participants is not necessary. As a unique type of micro-credential, souvenirs are covered in further detail later in the [Souvenirs](#) section of this document.

Level I Badges* document introduction to skills and competencies gained from opportunities for personal, career, and professional development. Level I Badges should demonstrate learning, but not mastery, and involve practicing skills and competencies in a simulated environment.

Level II Badges* document skills and competencies that have professional and career value. Learner activities should demonstrate mastery of skills and competencies and take place in professional environments. Level II Badges require some artifact to be submitted and assessed by Grantors before being awarded.

Digital Certificates of Practice show a learner is versed in practicing multiple skills at an introductory level. Like Level I Badges, these demonstrate an introduction to skills, not mastery. Multiple pre-defined [Level I](#) Badges may be combined to create a Digital Certificate of Practice.

Digital Certificates of Expertise show a learner is qualified and capable of employing a collection of competencies or industry standards in professional environments. Like Level II Badges, these demonstrate mastery. Multiple pre-defined [Level II](#) Badges may be combined to create a Digital Certificate of Expertise. It is also possible for a combination of Level I Badges and Level II Badges to stack into a Digital Certificate of Expertise

*Both levels of Badges allow learners to pursue distinction, or special recognition. Distinction criteria are determined by the grantor at the time a micro-credential is proposed.

Micro-Credential Images

Each level of the taxonomy is associated with a unique image developed by the Office of Strategic Communications. The image is included in Canvas Credentials and the Inventory and serves as an engaging representation of the micro-credential that can be shared across platforms. While the shape of an image is dependent on the level of the micro-credential, each image includes the Issuer and micro-credential title. Badges and Digital Certificates also include an icon selected from a list provided by the Office of Strategic Communications. Examples of the images can be found in [Appendix A: Micro-credential Images](#).

Table: Kennesaw State University Taxonomy of Micro-Credentials

	SOUVENIR	BADGE – LEVEL I	BADGE - LEVEL II	DIGITAL CERTIFICATE OF PRACTICE	DIGITAL CERTIFICATE OF EXPERTISE
Outcome	<ul style="list-style-type: none"> • Aware • Attendance • Participation 	<ul style="list-style-type: none"> • Practiced • Achievement • Demonstration of learning 	<ul style="list-style-type: none"> • Competent • Skilled • Demonstration of mastery 	<ul style="list-style-type: none"> • Practiced • Demonstration of learning 	<ul style="list-style-type: none"> • Qualified • Demonstration of mastery
Learner Activity	Awareness, Attendance, Physical or Virtual Presence	Demonstration of specific skill, vocabulary, or knowledge in informal or non-authentic environments	Demonstration of specific skill or competency applicable in professional environments	Demonstration of a collection of skills or competencies	Demonstration of a collection of competencies or industry standards
Assessment	Attendance record	Submission evaluated by an expert for quality or completeness (e.g., exam or presentation)	Submission evaluated by an expert for quality. (e.g., portfolio or project documentation)	Submission(s) evaluated by an expert for quality or completeness (e.g. exams or presentations)	Submission(s) evaluated by an expert for quality. (e.g., portfolio, project documentation)
Special Recognition		Distinction option	Distinction option		
Metadata Required		Not required	Earned-made artifacts or successful completion of an industry standard exam	Not required	Earned-made artifacts or multiple stacked Badges including one or more Level II Badges
Approval Required	Student Affairs or Unit Director	Micro-Credential Committee	Micro-Credential Committee	Micro-Credential Committee	Micro-Credential Committee

MICRO-CREDENTIAL DEVELOPMENT GUIDELINES

Considerations

Micro-credentials are skills or competencies that are complementary or additional to traditional education. While developing a micro-credential, consideration should be given to the audience and what skills will be covered. Necessary resources should also be considered. If developing a Badge or Digital Certificate, it may be helpful to consult the [MCC Checklist](#), located in the Appendix of this guide, which is used by MCC members during the review process.

When determining whether a micro-credential should be a Level I or Level II Badge, it is most important to consider the skill proficiency the learner will gain. A Level I Badge is appropriate for a micro-credential that demonstrates introduction and practice of a skill; from an employer's perspective the learner understands the basic principles and can perform some associated work that aligns with the skill. A Level II Badge is appropriate for a micro-credential that demonstrates mastery of a skill; from an employer's perspective the learner has a complete understanding of the skill and can easily apply its principles to projects. In addition, a Level I Badge may have an artifact which is assessed primarily for completeness, whereas a Level II Badge artifact is assessed for quality of work and evaluation may lead to the Badge not being awarded.

When proposing a Level II Badge or Digital Certificate of Expertise the artifact that learners are asked to submit will also need to be considered. It is important the artifact can be accessed by a publicly available URL so future employers can view the artifact and see how it demonstrates the learner's competency.

What to Include

Description

Each micro-credential should have a brief description that introduces the purpose, audience, learning objectives, and, most importantly the competencies or skills. It is best practice for the description to be written in complete, grammatically correct sentences, and be no more than 75 words. Bulleted lists are not appropriate for micro-credential description.

Earning Criteria

The earning criteria should describe what a learner must do to earn the micro-credential. The criteria should be a rigorous observable demonstration of the skill or competency described and should be the complete process for earning. For example, if a learner must respond to prompts about a campus event, attending the event and the written response should be included in the earning criteria. If a distinction option is available, include what must be done to earn distinction. It is best practice for the earning criteria to be written in complete, grammatically correct sentences.

Skills

Skills can increase a micro-credential's value in the job market by conveying the job skills it represents. Canvas Credentials has partnered with Lightcast to provide a database of available skills to associate with a micro-credential. Each skill affiliated will link to related job information in the micro-credential's Canvas Credentials page. Skills for both levels of Badges & Digital Certificates should be identified in partnership with the Department of Career Planning & Development.

Tagging Conventions

Tags allow data analysis of micro-credentials by topic and other areas of interest. Each micro-credential will automatically have one tag associated with the Issuer. This tag is identified by representatives of the Issuer when the unit is first established in Canvas Credentials.

If a badge has a distinction option for learners, an additional #Distinction tag will automatically be added to the micro-credential.

Additional tags can be added to allow learners to isolate micro-credentials based on the subject matter. These tags should be thoughtfully selected and used with a specific purpose in mind. Tags will also be created if a micro-credential aligns with a NACE (National Association of Colleges and Employers) skill. NACE skills are different from the skills outlined above.

Limitations

Under no circumstances should micro-credentials be used as a requirement for a student to graduate from a program of study.

Canvas Credentials is not currently fully integrated with D2L. If developing a stand-alone credential outside of a course and/or Owl Life, additional consideration may be needed on how learners will engage with the learning activity and submit artifacts.

MICRO-CREDENTIAL APPROVAL PROCESS

Use of Curriculog

Curriculog is the online process tool used to submit, review, and approve micro-credential proposals in the traditional process, or the process for both levels of Badges and Digital Certificates. Using Curriculog, proposals are automatically routed to each party involved in the review process. Additionally, Curriculog is a transparent system, allowing individuals to view where proposals are in the approval process and reference completed proposals. Users can login to Curriculog using their KSU ID (without @kennesaw.edu) and KSU password.

Process Details & Participants

There are two processes for developing micro-credentials. Approval for both levels of Badges and Digital Certificates mimics the academic curriculum process for KSU; this process is referred to the “traditional process.” Souvenirs are exempt from the traditional process and are instead required to collaborate with the Division of Student Affairs and Owl Life. Details for the traditional process are outlined below, while the [Souvenir approval process](#) is outlined later in this document.

Step Zero: The traditional process should begin with a member of an Issuer identifying an opportunity for a micro-credential based on the nature of the learning and relevance to potential audiences. This member of the Issuer should contact the Department of Career Planning and Development to discuss career skill tags that are associated with the micro-credential.

Step One: Originator. The member of an Issuer proposing the micro-credential should complete and submit a New Micro-Credential form in Curriculog. In addition to the questions in the form, the Earning Criteria Template should be attached to the proposal for review.

Step Two: Initial Review. The Micro-Credential Coordinator and a member from the Department of Career Planning and Development review the proposed micro-credential. The coordinator checks that the form is filled out correctly and attachments are included. The DCPD representative ensures appropriate career skill tags are indicated.

Step Three: Department Chair/Director. The department chair or division director reviews and approves the proposed micro-credential for alignment with department/division objects and mission.

Step Four: Micro-Credential Committee. The MCC reviews the proposed micro-credential for alignment with the taxonomy, rigor with respect to assessment and artifacts, possible overlap with existing micro-credentials, appropriate tagging conventions used, and general fit within KSU’s micro-credential offerings.

Step Five: Micro-Credential Executive Administrator. The Executive Administrator is the final approval step before production and publication.

Step Six: Production. The Micro-Credential Coordinator works with the Office of Strategic Communications and Marketing to develop the image associated with the micro-credential and contacts approved grantors associated with micro-credential to sign the Grantor Agreement. The micro-credential is built in both Canvas Credentials and the Inventory once the image is available from Office of Strategic Communications and Marketing.

Step Seven: Completion. Once grantor agreements have been signed, the Issuer will be notified that the micro-credential is available and ready to be awarded. New micro-credentials will be publicly visible in Canvas Credentials and the Inventory. Please allow 5-8 business days, depending on capacity, between MCC approval and Publication.

Visualization of Traditional Approval Process

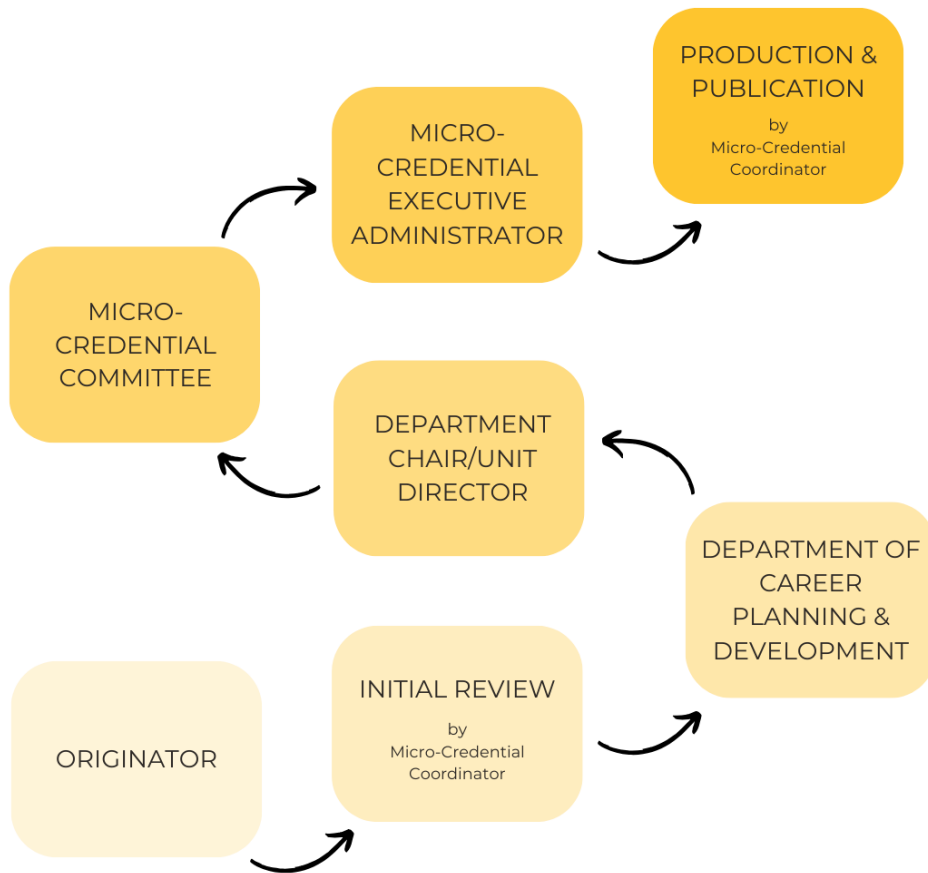


Figure 1 Visualization of Approval Process

SOUVENIRS

A Unique Micro-Credential

Souvenirs are a unique type of micro-credential in that they do not require learners to demonstrate competencies. Souvenirs document participation. They are best suited to awards for engagement in extra-curricular activities, attendance at one or more events, or active membership in a KSU organization. Participation to earn Souvenirs should be meaningful and add value for the participant, but reflection or a tangible submission of evidence from participants is not necessary.

Over their course of tenure at KSU, students and faculty and staff will engage with a wide variety of programs and events, not all of which will be suitable for recognition with a Souvenir. Events and experiences that are associated with Souvenirs should have one or more of the following qualities:

- Mark a milestone, tradition, and/or shared experience among students within a program, cohort, or class (e.g., first-year convocation, a sophomore seminar, or senior exhibition).
- Incentivize and reward student participation in co-curricular and/or extra-curricular experiences (e.g., attending a career fair, concert or play on campus, or a lecture series).
- Encourage student engagement with academic support resources (e.g., attend a workshop hosted by the Writing Center).
- Encourage faculty or staff engagement with professional development resources (e.g., attend a webinar with colleagues).
- Require intentional engagement with an experience or event beyond passive interaction or their regular routine (e.g., passing by an informational table or attending a required class experience).

Verification of Souvenir achievement is determined through a participant's completion of one or more of the following activities within the Owl Life platform:

- Attendance at a specific event (e.g., attend a major-specific career fair)
- Attendance at a series of events (e.g., attend four of eight lectures within a speaker's series)
- Membership in a specific organization (e.g., become a member of the academic Registered Student Organization associated with their major)
- A combination of the above experience types that may or may not need to be completed in a specific order

Souvenir Approval Process

Souvenirs are exempt from the traditional approval process outlined in the [Micro-credential Approval Process](#) of this document. Depending on the audience of the Souvenir, a request can be submitted through Owl Life (students) or Curriculog (faculty/staff).

For Students

Souvenirs for students are designated for participation in events and organizations available through Owl Life. To create a Souvenir from an Owl Life event, and subsequently award the Souvenir, follow the steps outlined below.

1. Submit a Souvenir Request Form in Owl Life.
2. Create an event within Owl Life.
3. Collect attendance information using Owl Life.
4. Attendance data from Owl Life is transmitted to Canvas Credentials.
5. Souvenir administratively is granted to attendees.

For Faculty and/or Staff

Because Owl Life is designed primarily for students, faculty and staff requests should be submitted through the New Souvenir Request form in Curriculog. The form questions are almost identical to that of the Owl Life form, with the exception that the Curriculog form asks about enrollment and/or attendance tracking for the Souvenir. This is not included in the Owl Life form as student Souvenirs are managed through the Owl Life system. Faculty/staff souvenirs are not automatically awarded in Canvas Credentials. The Issuer will need to have designated Grantors who award the souvenir.

CANVAS CREDENTIALS

What is Canvas Credentials?

Canvas Credentials (formally Badgr) allows users to issue and manage a standardized type of digital badges called Open Badges. A digital badge is a visual symbol of accomplishment. **At Kennesaw State University, we refer to digital badges as micro-credentials.** An Open Badge is a specialized type of digital badge that contains verifiable information. Because they follow an open standard, learners can combine badges from many different sources, or institutions, into common collections, and when they share them, these badges may be verified by any compatible system to ensure that they are trustworthy representations of their learner's experiences.¹

Purpose of Canvas Credentials - Public

Kennesaw State University's public Canvas Credentials page provides a list of all micro-credentials currently offered. The page is fluid, and micro-credentials can be added or hidden at any time.

The public Canvas Credentials page allows learners to view Issuers and micro-credentials. Issuers are the departments and offices that own micro-credentials. They are not the individuals who award the micro-credential. Canvas Credentials uses the term "Badges" to describe the collection of micro-credentials; due to limitations of Canvas Credentials, this cannot be changed on the Canvas Credentials site. However, each micro-credential on the Canvas Credentials site includes the KSU-defined taxonomy level. Users can search for a micro-credential using keywords in addition to filtering by Issuer.

Purpose of Canvas Credentials - Private

In addition to the public Canvas Credentials page, Canvas Credentials is used to award micro-credentials to learners. At this time, Canvas Credentials is not integrated with D2L, so each faculty or staff member approved to grant micro-credentials, or a Grantor, will have a staff account associated with their Issuer in Canvas Credentials.

Granting Micro-credentials Using Canvas Credentials

If you are an approved grantor for a micro-credential, you will have a staff account in Canvas Credentials. To award a micro-credential to a learner, follow the steps below. Additional details can be found on the [Canvas Credentials user-site](#).

1. Login to Canvas Credentials using your kennesaw.edu email address (your password is **not** associated with your KSU login).
2. Select the Issuers tab from the navigation bar at the top of the page and find the Issuer you are associated with. If you are associated with multiple Issuers, you will need to know what Issuer the micro-credential you are awarding for is associated with.
3. Under the Badges tab (remember this is the terminology Canvas Credentials uses for all micro-credentials), select the micro-credential you would like to award.

¹ Taken from [Canvas Credentials website](#)

Awarding to an Individual

4. Select “Award Badge”
5. Complete the Badge Award Page
 - a. An email address is required, it is recommended you use the earner’s KSU email.
 - b. The Narrative section is optional and represents any additional comments for the learner.
 - c. The Evidence section is required for Level II Badges and Digital Certificate of Expertise and should be an open-access URL directing viewers to the artifact the learner completed to earn the micro-credential.
6. Select “Award Badge” to finalize the award process

Bulk Awarding

4. Select “Bulk Award from CSV”
5. Complete and upload the Bulk_Award_Template. Similar to *Awarding to an Individual* above, you will need to include each learners’ email. Adding a Narrative section for each learner is an option. If the micro-credential is a Badge Level II or Digital Certificate of Expertise an evidence URL is necessary for each recipient.
6. Preview the mapping and confirm the columns align. If you used the template, you should not have to adjust anything.
7. Select “Finish” to finalize the award process

MICRO-CREDENTIAL INVENTORY

What is the Inventory

The Inventory provides a list of all micro-credentials both presently and historically available at Kennesaw State University. The Inventory is archived semi-annually (January 1 and July 1) and is accessible here: [KSU Micro-Credential Inventory](#).

Purpose of the Inventory

Canvas Credentials will not display micro-credentials that are no longer offered at Kennesaw State University on the KSU public page. Instead, micro-credentials that are no longer offered can only be visible through a Learner's account in Canvas Credentials. The Inventory is a public record that is complementary to Canvas Credentials and can be used to access details, including earning criteria, for past micro-credentials. Each micro-credential in the Inventory will be designated as Active or Inactive. Inactive micro-credentials will also include the month and year it was designated as no longer available to earn.

Naming Conventions

In the Inventory, micro-credentials follow a naming convention like that of courses in an academic discipline. Each Issuer has a three to four letter prefix, and a three-digit number which is automatically assigned. The number depends on the taxonomy association -- 100's for Souvenirs, 200's for Level I Badges, 300's for Level II Badges, and 400's for Digital Certificates -- and number of micro-credentials associated with the issuer. The title of the micro-credential will also appear in the name, which is the same as what appears in Canvas Credentials.

For example, the Office of Assessment has a Level II Badge for rubric design which is the third micro-credential the unit was approved to offer. In the Inventory, this would appear as ASMT 303 - Rubric Design.

TERM GLOSSARY

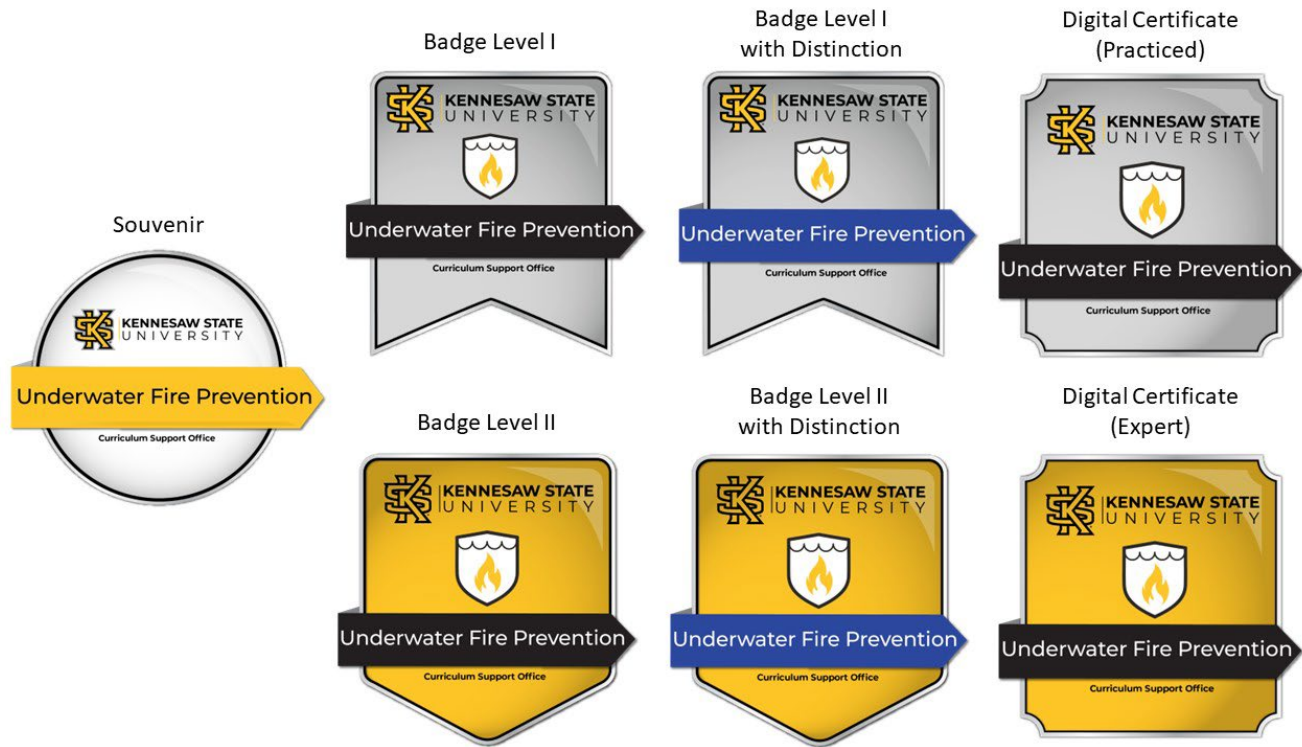
Term	Definition
Active/Inactive	Status of a micro-credential ability to be awarded specified in the Inventory.
Assessment Item	Submitted by Learner, this is evaluated by Grantor against learning criteria before the micro-credential is awarded.
Award	Act of granting or issuing a micro-credential to a learner that has completed all requirements of the micro-credential.
Canvas Credentials	The online tool used for awarding and managing micro-credentials at Kennesaw State University. View KSU's public Canvas Credentials page at https://kennesaw.badgr.com/public/organization/badges . Prior to 2022 Canvas Credentials was referred to as Badgr.
Badge Level I/ Level I Badge	Type of micro-credential awarded for introduction to skills and competencies. No meta-data required. Distinction criteria is optional. .
Badge Level II/ Level II Badge	Type of micro-credential awarded for mastery of skills and competencies. Meta-data is required. Distinction criteria is optional.
Consumer	A person who views a learner's award micro-credential. The audience may include employers, potential employers, and the learner's professional or social media networks.
Curriculog	The online system used to propose and approve micro-credentials through the traditional process. Sign in to Curriculog using NetID and password at kennesaw.curriculog.com
Digital Image	A visual symbol of accomplishment. Each micro-credential has its own digital badge image associated with it.
Digital Certificate (Expert)	Type of micro-credential awarded for collection of skills and competencies that represent mastery. Meta-data required. Distinction criteria is not available. 'Digital Certificate' is a KSU term.
Digital Certificate (Practiced)	Type of micro-credential awarded for introductory understanding of a collection of skills and competencies. 'Digital Certificate' is a KSU term.
Distinction	A special recognition option for Badge Learners. Assessment criteria for distinction-level should be defined prior to a micro-credential's approval.
Learner Activity	Task associated with a micro-credential that results in learning.
Lightcast	A labor market analytics firm that uses data to drive economic prosperity. ² Lightcast provides available skills to be included with a micro-credential.

² Taken from [Lightcast Linked-In page](#).

Grantor	A faculty or staff member who has the authority to award a micro-credential on behalf of their associated Issuer. There may be more than one grantor for any micro-credential. Each grantor should have a updated Grantor Agreement on file.
Grantor Agreement	Document of trust that outlines what micro-credential an individual grantor has authority to award.
Icon	The clip-art image on a digital badge that can be changed to align with micro-credential subject area.
Inventory	A complete list of current and past micro-credentials offered at Kennesaw State University.
Issuer	Office or Department of ownership for a micro-credential that is charged with assigning individuals to award the micro-credential
Learner	Individual who signs up for a micro-credential and completes all earning criteria. This may be a KSU student or member of the KSU staff, faculty, or community.
MCC	Micro-credential Committee. Reviews proposed micro-credentials as part of the traditional process.
Meta-data	Artifacts that are assessed based on pre-determined criteria. These artifacts should be included when a Level II Badge or Digital Certificate is awarded.
Micro-credential	A digital record that recognizes a learner's successful completion of educational activities that lead to professional skills and competencies
NACE Skill	Career ready competencies determined by the National Association of Colleges and Employers.
Open Badge	A specialized type of digital badge that contains verifiable information. 'Open Badge' is a universally accepted term.
Revoke	Act of removing a previously awarded micro-credential from a Learner's record.
Skills	Competencies that add market-value to the micro-credential. Appears in Canvas Credentials and can link to related job information.
Souvenir	Type of micro-credential awarded for participation in an activity or event. No meta-data required. Distinction criteria is not available. 'Souvenir' is a KSU term.
Tag	A word or phrase describing the topic, taxonomy, Issuer, or distinction availability for a micro-credential. Appears in Canvas Credentials.
Traditional Process	Approval process for both levels of Badges and Digital Certificates at Kennesaw State University.

APPENDIX

Appendix A: Micro-credential Images



Appendix B: New Micro-Credential Review Checklist

Item	Description	Yes	No
Unit	The unit issuing the micro-credential has the authority and expertise to do so.		
Name/Description	Name and description are clear and distinguish the micro-credential from other similar micro-credentials at KSU.		
Classification	Classification of micro-credential is accurate.		
Distinction	The requirements for distinction are clearly described, elevated, and will limit recipients to a minority of those qualifying for the original badge.		
Earning Criteria	The earning criteria is a rigorous observable demonstration of the skill or competency described. If a badge level II or digital certificate (expert), the required demonstration of skill or competency indicates the earner can likely transfer it to an authentic work environment and perform this skill at entry level.		
Expiration	Expiration is logical and does not harm earners.		
Tags	The tags align with the themes of the micro-credential. All major themes are included. Any aligned NACE, professional standards, and AAC&U tags are included.		
Skills or Competency	Assignment matches what the skill or competency states and displays what the earner knows or can do.		
Validity of Skills or Competency	Evidence that the skills or competency is valued in the current or future workforce is provided. This may include published educational standards or professional standards of practice.		
Overlap of Micro-credentials	If the micro-credential overlaps with other KSU micro-credentials, the difference is clarified and justified sufficiently. The perceived value of the existing micro-credential is not damaged by the addition of the proposed micro-credential.		
Audience	The audience will benefit professionally by this micro-credential.		
Measure of Competency	An instrument (rubric) to measure competency is provided. The instrument is a valid, transparent, and as objective as possible measure of the stated competency or skills. The quality of performance warranting micro-credential award is defined by a rigorous and reasonable cut score on the instrument.		

Artifact Dissemination	Artifacts to provide evidence of skill/competency attainment can be easily shared electronically		
Directions and Delivery Structure	Instructions on how to enroll, access, and ask questions about this micro-credential are complete, accurate, and logical.		
Time to Completion	Time to completion is in a reasonable range for the micro-credential classification.		
Expected Frequency of Awards	The frequency warrants institutional resources necessary to make this micro-credential available.		
Cost	No fee for award of the micro-credential is required. Costs associated with the learning experience are described, reasonable, and will not likely prevent the micro-credential from being awarded.		